



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING MINUTES July 9, 2008**

#### **Board of Directors**

Robert Cushman, Kathy Faulk, Frank Frallicciardi, John Goldrick, Steve Hathaway, Marc Loge, Anne Peaks, Steve Provencio, Carol E. Schatz, Colin Shepherd, Patrick Spillane, Daniel B. Swartz, Josh Wrobel

#### **Absent**

Sonny Astani, Robert Bellack, Barbara Bundy, David Damus, Jeffrey Griswold, Robert Hanasab, Kent Handleman, Kevin Houser, Sandy Nam, Peklar Pilavjian, Christopher Pfohl, Peter Zen

#### **Staff**

Michael Clark, Jacob Holloway, Connie Hwang, Ken Nakano, Bobby Ortiz, Juan Sanz, Alexander Stettinski, Justin Weiss

#### **Guests**

None

#### **CALL TO ORDER**

Hathaway called the meeting to order without a quorum at 8:05 a.m. A quorum was reached at 8:11 a.m.

#### **PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS**

Hathaway opened the meeting to the public for comments, in which there were none.

#### **PRESIDENT'S REPORT**

Schatz reported:

The Downtown LA Open House 08 took place in June and was well attended. It is anticipated that the DCBID will repeat the event again next year with minor adjustments.

Schatz reported that Hal Bastian, SVP of Economic Development, is doing well after surgery and is expected to assume his responsibilities in late July or early August.

Schatz summarized the Downtown Los Angeles Mobility Partnership (DLAMP) study, which has identified three short-term transportation infrastructure improvements that will be submitted to Caltrans for programming and funding in 2009. The improvements would alleviate northbound congestion along the Harbor Freeway (I-110) and the U.S. 101; ease congestion at the I-10/I-110 interchange; and provide special transit services into Downtown,

primarily from West Los Angeles. CCA is currently raising funds for pre-engineering and consulting work to improve transportation in and out of Downtown. Schatz asked Board members to consider supporting this effort.

Schatz recommended that Board members participate in a retreat with DCBID senior staff to set priorities for the upcoming year. Board members expressed a willingness to take part.

## **APPROVAL OF MINUTES**

Spillane made a motion to approve the Minutes from the May 7, 2008 Board of Directors meeting, which was seconded by Swartz, and the motion was unanimously approved.

## **COMMITTEE REPORTS**

### **ECONOMIC DEVELOPMENT**

Weiss reported:

The Downtown LA Open House 2008 took place on June 6-8. Over 80 businesses participated and an estimated 4,000 people attended the weekend-long event.

The Downtown Los Angeles Demographic Survey will take place beginning in early September 2008, and the results will be released in January 2009.

Downtown Dog Day Afternoon at the Cathedral will take place on July 29, 2008.

Bottega Louie is under construction. Cefiore, an Italian yogurt shop with an existing location in Little Tokyo, expects to open next month and is located next door to Rite Aid between Hope St. and Grand St.

The Economic Development team gave tours to two yoga studios, the Tavistock restaurant group (Napa Valley Grill), Hatfields Restaurant, Trader Vic's, the Urban Land Institute, and two hotel groups.

The Economic Development team is aggressively reaching out to Los Angeles area realtors and is coordinating a Downtown LA condo tour with Coldwell Banker Beverly Hills.

The DCBID facilitated the relocation of the Downtown Comedy Club from the Alexandria Hotel to the Wilshire Grand Hotel.

The DCBID will continue its efforts to allow taxicabs to stop in Downtown to pick up passengers.

In conjunction with Council District 9, Downtown Properties, and Gilmore Associates, the DCBID hosted the 2nd luncheon for Downtown LA residential developers in late May at The Rowan.

Over 50 attendees participated in the Downtown Residential Management & Concierge Association luncheon held on July 1<sup>st</sup> at Seven Restaurant & Bar. For the first time, hotel concierges were included in this monthly event.

The DCBID has ramped up its outreach to the residential leasing and sales teams throughout Downtown, hosting Downtown educational tours. The goal of these tours is to better prepare the sales/leasing teams to "sell" Downtown.

The Economic Development team met with representative from LA Inc. to devise ways to cooperate on programs with conventioners and tourists to drive traffic to Downtown.

## **FINANCE**

Clark reported the April 30, 2008 Financials (YTD):

Total Net Revenue:	\$2,989,176
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Total Expenditures:	\$1,536,554
Net Revenue (Deficit) From Operations:	\$1,452,622
Other Income (Expenditures):	\$39,100
Net Revenue:	\$1,491,722

A motion was made to approve the April 30, 2008 Financials by Spillane, which was seconded by Swartz, and the motion was unanimously approved.

## **MARKETING**

Stettinski reported:

The DCBID started the process of designing a new website, which is expected to be completed in four of five months.

The DCBID has developed a relationship with Starline Tours, and Downtown L.A. will have a presence in their new Best of L.A. Visitors Guide and a Downtown Tour for consumers is in the works.

The DCBID started a new e-newsletter, which includes events, new businesses and coupons/deals offered by merchants. The newsletter will be sent out monthly to a list of over 5,000 people. The list grows with the number of visitors to the DCBID website, who sign up to receive the emails with information about Downtown.

The DCBID supported the 11<sup>th</sup> annual "Hope for Firefighters" fundraiser. The director attended and volunteered at the event.

The DCBID has committed to sponsoring L.A.'s Largest Mixer, a networking event at the Shrine Auditorium, scheduled for July 24.

The DCBID and Burson-Marsteller have been working on several media campaign concepts, including a Stay and Play campaign (also known as "stay-cation") to encourage residents of the surrounding area to take advantage of the various Downtown offerings.

The DCBID is currently reviewing its Ambassador Program and is considering hiring personnel who specialize in hospitality to provide information to visitors, residents, and workers in Downtown. The number of Ambassadors may increase after a more thorough review of the program. More information will be provided at the next Board meeting.

The DCBID partnered with the International Rotary Convention and designed a double-branded restaurant and nightclub guide to Downtown specifically for the International Rotary Convention, which took place from June 15 to 18 at the Convention Center. Over 40,000 people attended the convention. The DCBID will explore this approach to working with other conventions, which will maximize exposure and minimize production expenses.

The DCBID is a silver sponsor of this year's Shakespeare Summer Festival at the Cathedral. There are performances from July 9 to July 27 and the admission is free to the public.

The DCBID will provide \$10,000 in sponsorship to the second annual Jules Verne Adventure Film Festival, scheduled for Oct. 23-26. The festival will take place at the Million Dollar Theater on Broadway and at the Edison.

The DCBID will provide \$15,000 in sponsorship to the Grand Avenue Festival, which will take place on Sunday, Sept. 28.

## **OPERATIONS**

Nakano reported:

The Operations Committee met on May 28, 2008 to discuss immediate and ongoing issues within the district. Activity in the district has increased during the months of May and June. The DCBID is working with local law enforcement and non-profit organizations to identify and address these increases. The Operations Committee approved a recommendation for a temporary increase in Safety staffing through the summer months to respond

to the rise in activity. The estimated cost of adding four safety personnel for the summer months will be \$24,619.00 (none coming from Special Deployment funds).

The Operations Committee approved a recommendation to replace the truck fleet. The monthly lease was \$1,000. The new lease will cost \$1,350 per month plus an additional \$50 for GPS devices, which are beneficial for reporting and accountability. Total monthly cost: \$1,400.

During the NBA Finals, Safety personnel were involved in full tactical deployment, working continual 12-hour shifts with 12 hours of rest, to assist LAPD with crowd control and other safety issues.

The Computer Aided Dispatch (CAD) system at the Service Center has been updated. An additional Wi-Fi enabled information kiosk is now fully operational to assist residents and visitors in Downtown.

Operations' employee retention is at about 85%. Three new Ambassadors have been added to the staff. Due to shortage of new officer recruits, there will only be one training academy this year.

The Maintenance team is working diligently to have abandoned or neglected newspaper racks removed. Maintenance staff is contacting the owner of the neglected newspaper racks and the Department of Public Works to resolve this issue.

### **OLD BUSINESS**

No old business.

### **NEW BUSINESS**

No new business.

### **ADJOURNMENT**

The meeting was adjourned at 9:21 a.m.